

Sears

FALL and WINTER 1968

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Dress described
on page 23

SEARS, ROEBUCK AND CO., BOSTON, MASS. 02215

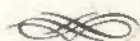
Satisfaction Guaranteed or your money back

You Can't Do Better Than Sears

WHAT'S A NEATNIK?

A NEATNIK
can be anyone . .
man, woman, boy or girl
. . who lives in the neat,
no-iron world of
Sears **PERMA•PREST®**

NOTE: only Sears has the PERMA-PREST products that Neatniks use . . you'll find them listed in the PERMA-PREST index on page 524



The Neatnik PERMA-PREST Coat for Juniors
. . one of the finest all-weather coats we have ever seen. Classic Balmaaan styling with the added touch of a pile-lined, button-on hood. Our best poplin fabric. Dacron* polyester and cotton protected by DuPont's ZePel® oil-and-water-repeller. Coat fully lined; plus, there's a warm zip-liner in lush, deep Malden pile of Orlon* acrylic on cotton back (sleeves of cotton-backed rayon satin). Storm tab. Cape straps. Machine wash, medium; tumble-dry and it's ready to wear . . smooth and wrinkle-free. You can shorten but not lengthen hemline.

Junior and Petite Juniors: sizes 5-5P, 7-7P, 9-9P, 11-11P and 13-13P. *State size.*

V19 W 3799F—Geranium pink with black pile
V19 W 3798F—Turquoise blue; turquoise blue pile
V19 W 3796F—Sand beige with deep brown pile
V19 W 3797F—Deep navy blue with white pile
Shipping weight 3 pounds 5 ounces \$35.00

*Reg. DuPont T.M.



ALL THE WORLD LOVES A NEATNIK

And Neatniks love the feminine, frilly look of these **PERMA·PREST®** no-iron Blouses

If these were ordinary blouses, imagine all the time it would take to iron them. But these are PERMA·PREST® blouses of polyester and cotton. And they never need ironing. Machine wash, medium. Tumble dry. And they're ready to wear. Fresh. Smooth. As wrinkle-free as they can be.

Misses' sizes 10, 12, 14, 16 and 18.

1 White broadcloth ascot blouse. Fold-over neckband leads into lace-edged ascot tie. Button front. Button cuffs.

7 W 2999F—State size. Shpg. wt. 7 oz.\$5.99

2 White broadcloth blouse has rows of double-ruffles trimming the front button closing. Pointed collar. Button cuffs.

7 W 2997F—State size. Shpg. wt. 7 oz.\$5.99

3 White-on-white leno-weave blouse. Lace-edged ruffle collar. Ruffles at front and at elasticized wrists. Button back.

7 W 2998F—State size. Shpg. wt. 7 oz.\$5.99

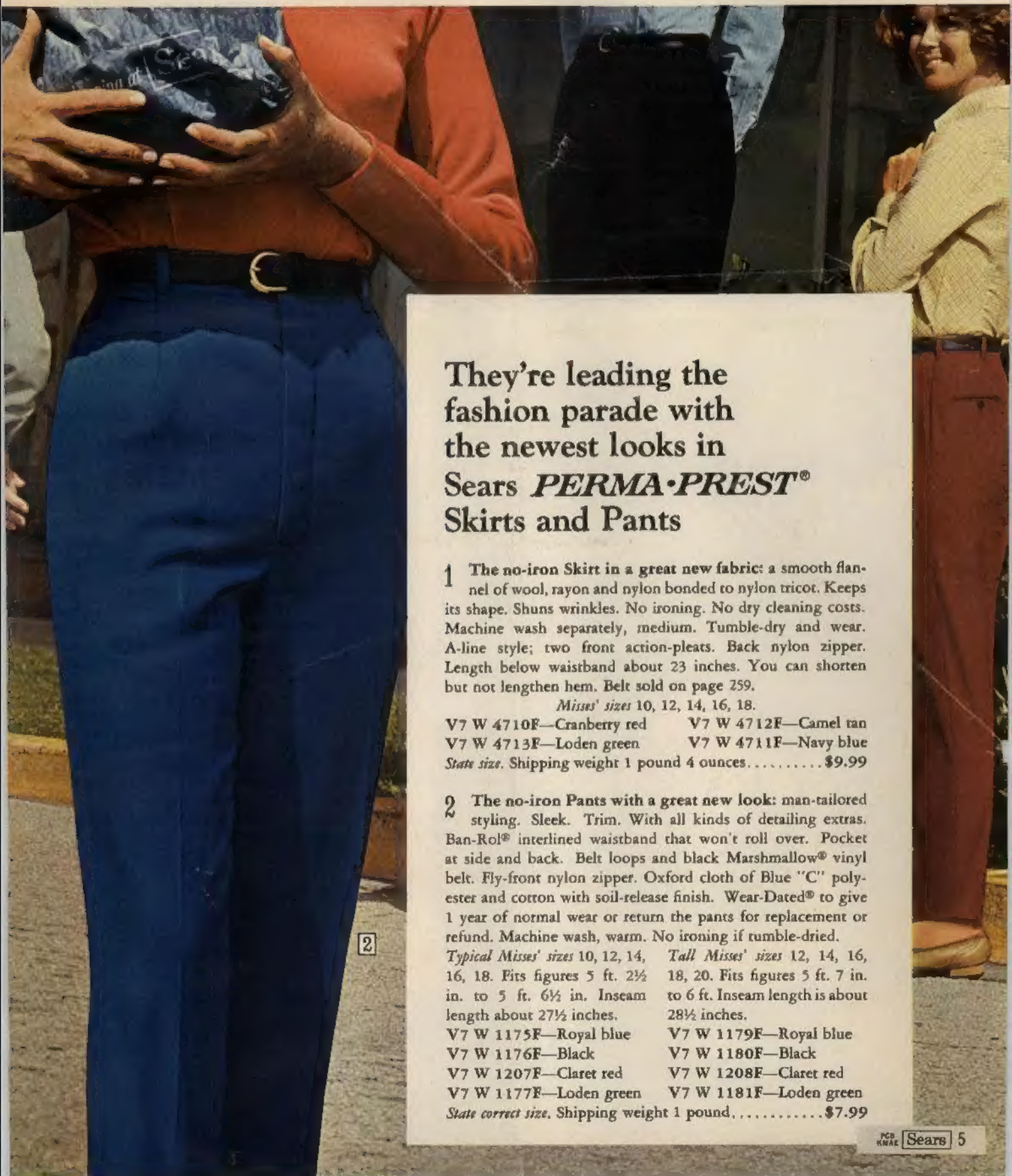


NEATNIKS SET



1

THE PACE



They're leading the fashion parade with the newest looks in Sears **PERMA-PREST®** Skirts and Pants

1 The no-iron Skirt in a great new fabric: a smooth flannel of wool, rayon and nylon bonded to nylon tricot. Keeps its shape. Shuns wrinkles. No ironing. No dry cleaning costs. Machine wash separately, medium. Tumble-dry and wear. A-line style; two front action-pleats. Back nylon zipper. Length below waistband about 23 inches. You can shorten but not lengthen hem. Belt sold on page 259.

Misses' sizes 10, 12, 14, 16, 18.

V7 W 4710F—Cranberry red V7 W 4712F—Camel tan
V7 W 4713F—Loden green V7 W 4711F—Navy blue
State size. Shipping weight 1 pound 4 ounces. \$9.99

2 The no-iron Pants with a great new look: man-tailored styling. Sleek. Trim. With all kinds of detailing extras. Ban-Rol® interlined waistband that won't roll over. Pocket at side and back. Belt loops and black Marshmallow® vinyl belt. Fly-front nylon zipper. Oxford cloth of Blue "C" polyester and cotton with soil-release finish. Wear-Dated® to give 1 year of normal wear or return the pants for replacement or refund. Machine wash, warm. No ironing if tumble-dried.

Typical Misses' sizes 10, 12, 14, 16, 18. Fits figures 5 ft. 2½ in. to 5 ft. 6½ in. Inseam length about 27½ inches.

V7 W 1175F—Royal blue V7 W 1179F—Royal blue
V7 W 1176F—Black V7 W 1180F—Black
V7 W 1207F—Claret red V7 W 1208F—Claret red
V7 W 1177F—Loden green V7 W 1181F—Loden green

State correct size. Shipping weight 1 pound. \$7.99

NEATNIKS WHISTLE

They'll look neater,
be more comfortable
wearing these

PERMA·PREST® Outfits that stretch

This is our finest quality matched outfit. The fabric is a vat-dyed, high-count plain weave of 63% Dacron® polyester, 34% cotton and 3% Lycra® spandex for stretch. It's strong. It's long wearing. It has a soil release finish that makes it easier to wash out dirt and stains. And best of all, it stretches as you move for greater comfort. All this yet it never needs ironing. Machine wash, med. Tumble dry. And it's ready to wear. Max. fabric shrinkage 2%.

Think about it. Doesn't your wife have something better to do than iron?

1 Long Sleeve Shirt. Convertible collar. Double yoke. Button down flap pockets, one with pencil slot. Long tails. *State neck size, then sleeve length from Chart A below.*

51 W 22477F—Dark green

51 W 22475F—Dark blue

51 W 22473F—Charcoal gray

Shipping weight 1 pound. \$5.97

2 Cuffed Pants. Plain front. Four pockets plus watch pocket. Belt loops. Zip fly. *State waist, then inseam from Chart B below.*

51 W 21547F—Dark green

51 W 21545F—Dark blue

51 W 21543F—Charcoal gray

Shipping weight 1 pound 1 ounce. . . . \$6.97

CHART A—Shirts

S (short) is 32 inches
M (medium) is 33½ inches
L (long) is 35 inches

Neck	Sleeve length
14½	S
15	S, M
15½, 16	S, M, L
16½, 17	M, L

*Reg. DuPont T.M.

CHART B—Pants

Waist	Inseam
30, 31	29, 30
32	29, 30, 31, 32
33	29, 30, 31
34, 36	28, 29, 30, 31, 32
38	28, 29, 30, 31, 32
40	28, 29, 30, 32
42	29, 30, 32

WHILE THEY WORK

They'll look great all day long in these **PERMA·PREST®** Shirts that have all the features men want most

These are the "no-iron" Dress Shirts that just won't quit. They start neat. And they stay neat through the longest day. The fabric is a smooth white broadcloth of 50% Fortrel® polyester, 50% cotton with soil release finish that keeps it looking sparkling white. The tailoring is our very finest. The styling is classic. Medium spread Lynn collar has new "C-Band" contouring—higher in back, lower in front, won't creep up or bind. In full-cut or tapered styles, short or long sleeves. Machine wash, medium, tumble dry. Or hand wash, drip dry. Maximum fabric shrinkage 1%.

1 Short Sleeves. State neck size 14, 14½, 15, 15½, 16, 16½, 17 (also size 17½ in Full-cut Shirt).

33 W 73431F—Full cut 33 W 73401F—Tapered
Shipping weight each 1 lb. Each \$4.99; 2 for \$9.90

2 Long Sleeves. State neck size, then sleeve length.

33 W 70231F—Full cut. See Size Chart A below.

33 W 70201F—Tapered. See Size Chart B below.

Shipping weight each 1 lb. Each \$5.99; 2 for \$11.90

Chart A for Full-cut Shirt

Neck Size	Sleeve Length
14	32, 33
14½	32, 33, 34
15	32, 33, 34, 35
15½, 16 or 16½	32, 33, 34, 35, 36
17	32, 33, 34, 35
17½	33, 34, 35

Chart B for Tapered Shirt

Neck Size	Sleeve Length
14	32
14½	32, 33, 34
15	32, 33, 34, 35
15½, 16 or 16½	32, 33, 34, 35, 36
17	33, 34, 35

IT'S TRUE! NEATNIKS



They're going places
and having fun
wearing these

PERMA·PREST® Turtleneck Knits of polyester and cotton

These shirts have the look of today. Long sleeve pullover styling with rib knit cuffs and full turndown collar. Colorful. Comfortable. Yet always, always neat. The interlock knit fabric of 50% Blue "C" polyester, 50% cotton never needs blocking to keep its shape . . . never needs ironing to keep its wrinkle-free appearance. Just machine wash, medium. And tumble dry.

So if you've had it with those so-called "wash and wear" clothes that always end up on the ironing board—join the Neatniks and see how a really good "no-iron" shirt performs.

1 FOR MEN. Sizes S(34-36-inch chest); M(38-40); L(42-44) and XL(46-48). *State S, M, L or XL.*
33 W 90721F—White 33 W 90723F—Rust
33 W 90724F—Gold 33 W 90726F—Black
33 W 90728F—Light blue
Shipping weight 14 ounces.....\$3.99

2 FOR BOYS. *State size 6, 8, 10 or 12. See Chart, page 129.*
43 W 41717F—White 43 W 41714F—Rust
43 W 41716F—Gold 43 W 41718F—Black
43 W 41711F—Light blue
Shipping weight 10 ounces.....\$2.47

State size 14, 16, 18 or 20. See Chart on page 103.
43 W 43397F—White 43 W 43394F—Rust
43 W 43396F—Gold 43 W 43398F—Black
43 W 43391F—Light blue
Shipping weight 10 ounces.....\$2.97

3 FOR GIRLS. Sizes 7, 8, 10, 12, 14. *State size.*
77 W 73911F—White 77 W 73913F—Rust
77 W 7391F—Gold 77 W 73914F—Black
77 W 73912F—Light blue
Shipping weight 5 ounces.....\$2.99

4 FOR JUNIORS. Has back-neck zipper closing.
Sizes S(5-7); M(9-11); L(13-15). *State S, M or L.*
19 W 5261F—White 19 W 5263F—Rust
19 W 5260F—Gold 19 W 5264F—Black
19 W 5262F—Light blue
Shipping weight 9 ounces.....\$4.99

5 FOR LITTLE BOYS AND GIRLS. Sizes S(2-3); M(4-5); L(6-6x). *State S, M or L. See Chart, page 52.*
29 W 6188F—White 29 W 6191F—Rust
29 W 6190F—Gold 29 W 6189F—Black
29 W 6192F—Light blue
Shipping weight 4 ounces.....\$2.39

For men's blazer shown at left . . . see Index

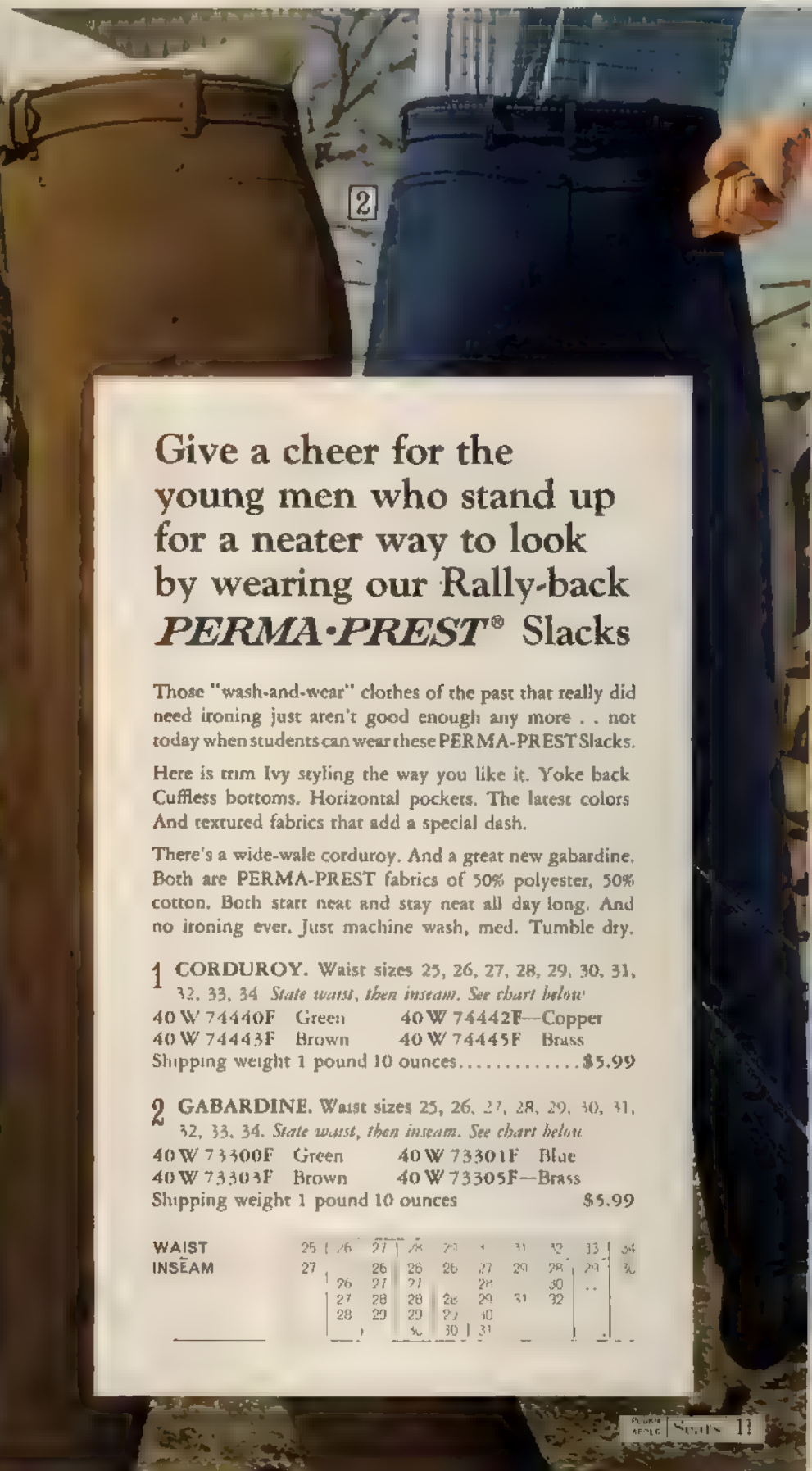
HAVE MORE FUN



CHEER, CHEER FOR



THE NEATNIKS



Give a cheer for the young men who stand up for a neater way to look by wearing our Rally-back **PERMA-PREST®** Slacks

Those "wash-and-wear" clothes of the past that really did need ironing just aren't good enough any more . . . not today when students can wear these PERMA-PREST Slacks.

Here is trim Ivy styling the way you like it. Yoke back. Cuffless bottoms. Horizontal pockets. The latest colors. And textured fabrics that add a special dash.

There's a wide-wale corduroy. And a great new gabardine. Both are PERMA-PREST fabrics of 50% polyester, 50% cotton. Both start neat and stay neat all day long. And no ironing ever. Just machine wash, med. Tumble dry.

1 CORDUROY. Waist sizes 25, 26, 27, 28, 29, 30, 31, 32, 33, 34. *State waist, then inseam. See chart below.*
 40 W 74440F Green 40 W 74442F—Copper
 40 W 74443F Brown 40 W 74445F Brass
 Shipping weight 1 pound 10 ounces.....\$5.99

2 GABARDINE. Waist sizes 25, 26, 27, 28, 29, 30, 31, 32, 33, 34. *State waist, then inseam. See chart below.*
 40 W 73300F Green 40 W 73301F Blue
 40 W 73303F Brown 40 W 73305F—Brass
 Shipping weight 1 pound 10 ounces \$5.99

WAIST
INSEAM

25	26	27	28	29	30	31	32	33	34
27	26	26	26	27	28	29	29	29	30
	26	27	27	28	29	30	30	31	31
	27	28	28	29	30	31	31	32	32
	28	29	29	30	31	32	32	33	33
			30	31	32	33	33	34	34

NEATNIKS WILL



But no matter
how hard boys play
.. chances are they'll
never wear out
the knees of these

PERMA-PREST® Dress Slacks

You can't stop boys from acting like boys. And that's even more reason to dress them in these PERMA-PREST Dress Slacks. There's a special reinforcement on the inside of the knee where it can't be seen. We call it Perma-Nee® construction because it makes the knees virtually hole-proof. The fabric is a durable 8oz. gabardine of Fortrel® polyester and cotton. Soil release finish makes it easier to wash out stubborn stains.

Styled with popular yoke back, two front scoop pockets, two back pockets, and waistband with elastic side inserts.

Of course, there's no ironing. Machine wash, medium. Tumble dry. And they're ready to wear. Could a mother ask for more from a pair of \$3.99 Boys' Slacks?

State size 3, 4, 5, 6, or 6X. See Chart below.

Color	SLIM STYLE	REGULAR STYLE
(1) Navy	29 W 6999F	29 W 6959F
(2) Goldenrod	29 W 6997F	29 W 6957F
(3) Green	29 W 6998F	29 W 6958F
(4) Brown ...	29 W 6996F	29 W 6956F

Shpg. wt. each 7 oz. . 2 for \$7.88, Each \$3.99

Size (not age) | . 3 | 4 | 5 | 6 | 6X

REGULAR STYLE for the average to husky child
Height (in.) | 35½-38 | 38½-41 | 41½-44 | 44½-47 | 47½-49
Waist (in.) | 19½ | 20½ | 21½ | 22½ | 23½

SLIM STYLE for the slimmer child
Height (in.) | 35½-38 | 38½-41 | 41½-44 | 44½-47 | 47½-49
Waist (in.) | 19½ | 20½ | 21½ | 22½ | 23½

*Reg. T.M. Fiber Industries Inc.



BE NEATNIKS



But boys always make
a good impression
wearing these
PERMA-PREST® Shirts
.. they're our finest ever

This Tapered Ivy-styled Shirt has it all. A great fabric, 50% Fortrel® polyester and 50% cotton with soil release finish. Wear guaranteed* for 1 year. Detailing extras like 2-piece cuffs and cross-stitched collar lined with polyester. Custom set-in sleeves. Extra long tails (1½ inches longer than usual) that stay tucked in. Long point button-down collar. Box pleat and hanger loop in back. Even the buttons are special. Sewn through 3-ply fabric for greater holding strength.

All this and PERMA-PREST, too. Machine wash, medium. Tumble dry. No ironing ever.

State size 6, 8, 10, or 12. See Chart on page 126.

Sleeve	(1) GOLD	(2) GREEN	(3) MAIZE	(4) BLUE	Wt.	Price
Short	43W32721F	43W32722F	43W32723F	43W32720F	6 oz.	\$3.50
Long	43W34721F	43W34722F	43W34723F	43W34720F	8 oz.	3.95

State size 14, 16, 18, 20 or 22. See Chart on page 102.

Sleeve	(1) GOLD	(2) GREEN	(3) MAIZE	(4) BLUE	Wt.	Price
Short	43W33788F	43W33790F	43W33791F	43W33788F	6 oz.	\$4.50
Long	43W35788F	43W35790F	43W35791F	43W35788F	8 oz.	4.95

*Guaranteed to give one year of normal wear
or return for free replacement or refund

ONCE A NEATNIK



Sears

PERMA·PREST®

Jumpers always look so smooth and neat, they spoil a girl for any other kind

Girls of all ages love the way these Poplin Jumpers go through the longest day with hardly a wrinkle. They love the styling. And they love the polyester and cotton fabric with Soil Release finish that makes the most stubborn stains wash out easier. We even include a harmonizing PERMA-PREST polyester and cotton broadcloth blouse. Machine wash, medium; tumble dry . . . entire outfit is ready to wear.

1 For Juniors and Petite Juniors. Pleated jumper: low pockets; back zipper. Printed blouse: white collar, cuffs; button back.

Junior sizes 7, 9, 11, 13, 15. State size.

V19W1873F—Brown V19W1872F—Navy
Shipping weight 1 pound 4 oz. Outfit \$13.97

Petite Junior sizes 3P, 5P, 7P, 9P, 11P, 13P.

V19W1973F—Brown V19W1972F—Navy
State size. Shpg. wt. 1 lb. 4 oz. . . Outfit \$13.97

2 For Girls, sizes 7 to 14. A-line jumper has back zipper. Button front blouse has multicolor posy-stripe print on cream ground.

Girls' sizes 7, 8, 10, 12, 14. State size.

77W1301F—Navy 77W1302F—Brown
Shipping weight 8 ounces. Outfit \$6.99

3 For Girls, sizes 3 to 6x. Pleated A-line jumper has button decor on band. Button back. Gingham check blouse has button front, cuffed sleeves and peter pan collar.

Girls' sizes 3, 4, 5, 6, 6x. State size.

29W4426F—Brown

29W4425F—Navy

Shipping weight 9 ounces. Outfit \$5.99

PANTS AND ALL THAT JAZZ



1

Even at this
Low, Low Price
.....\$5.77.....

these **PERMA-PREST®** pants
have right-now details

1 1969 Spring Big Book was \$6.97.
NEATNIKS will love the contoured waist
with back yoke, squared-off front pockets, zip
fly-front, flared legs. In twill of Dacron®
polyester and cotton . . machine wash, medi-
um; no ironing needed if tumble-dried. You
can shorten but not lengthen these pants. Belt
sold below.

Junior sizes 5, 7, 9, 11, 13 *State size*.
19 P 7930F—White
19 P 7931F—Bright navy blue
19 P 7932F—Deep brown
Shipping weight 13 ounces **\$5.77**

2 Slinky knit top has a trickle of baby but-
tons at front closing, scooped-out neckline
just in front, small sleeves. Of Arnel® triace-
tate . . machine wash, warm.

Junior sizes 5, 7, 9, 11, 13, 15.
19 P 5486F—Navy 19 P 5487F—White
State size. Shipping weight 5 oz. **\$5.97**

3 Tie-belt is an all-star look . . red, white
and blue print cotton sash (about 56 in
long) looped through white plastic rings.
88 P 8164—Shipping weight 5 oz. **\$3.00**

3
Belt

The polyester in
pants 4 and 5 is

PORTREL®
— 100% —



4

6

4 Pizazz-plaid pants have wide, straight legs
Trim-fitting contoured yoke with two-button
closing in front, no-band waist in back. Fly-front
zipper closing. White, navy blue, red and cha-
mois-tan woven plaid fabric of Fortrel® polyester
and cotton . . machine washable, medium, little
ironing required.

Junior sizes 5, 7, 9, 11, 13, 15 *State size*.
19 P 8034F—Shipping weight 11 oz. **\$6.97**

5 Nifty knit shirt is really a clinger in pimento
red Enkalure® nylon. Pullover-style has a col-
lar that makes a point, four-button placket, short-
sleeves with top-stitched cuffs, a single pocket
Square-cut bottom to tuck-in or wear outside
Machine washable, warm . . needs hardly a touch
of the iron. Belt sold on page 28

Junior sizes S(5-7); M(9-11); L(13-15)
19 P 5483F—*State S, M or L*. Wt. 5 oz. **\$6.97**

6 Twill-textured double-knit pants finish with a
flare. Contoured waistband with belt loops all-
around; fly-front zipper closing. Of shape-keeping
Fortrel polyester . . machine washable, warm; lit-
tle or no ironing needed

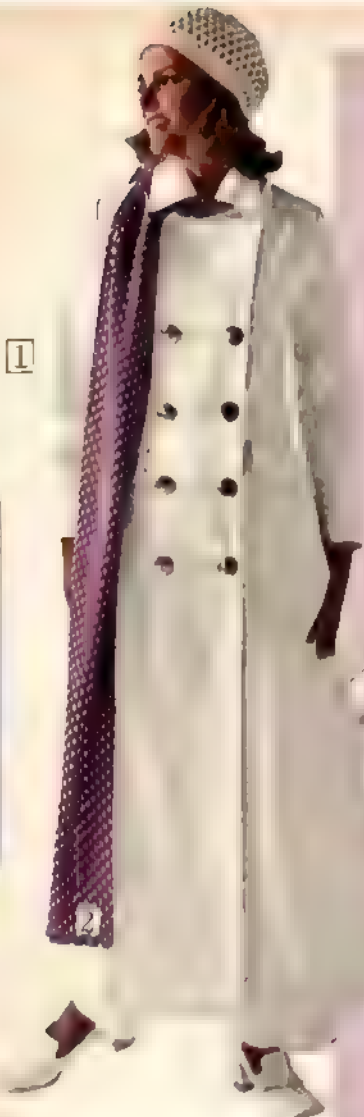
Junior sizes 5, 7, 9, 11, 13, 15 *State size*
19 P 8032F—Deep navy blue
19 P 8033F—White
Shipping weight 12 ounces **\$6.97**

7 White-on-white plaid tunic top works so well
with all your pants and skirts. Pullover-style
has V-neckline with a wide pointed collar; long,
full sleeves with elasticized wrists; self-belt to
wear or not. Stay-crisp Dacron® polyester and
cotton . . machine wash, medium; only touch-up
ironing needed. Necklace-belt sold on page 28

Junior sizes 30, 32, 34, 36, 38 *State size*
19 P 5010F—Shipping weight 7 oz. **\$7.97**



1



3



4



5

6

7



8

9



COOL GRAPE SERVED-UP WITH ICY WHITE

1 The great coat stands out in any crowd. Wide notched collar, shiny buttons, flap-pockets. White duck of Fortrel® polyester and cotton protected with DuPont Zepel® water and oil repeller; acetate taffeta lined. Dry clean. About 55 in. long; 3 in. hem.

Junior sizes 5, 7, 9, 11, 13, 15. State size. Wt. 3 lbs. 3 oz. V19 P 3840F\$27.90

Mini-length. Abt. 33½ in. long. State size above. Wt. 1 lb. 12 oz. V19 P 3841F\$22.90

2 The long scarf ties-up many a great look. Double-fabric voile of Fortrel polyester and cotton in grape with white dots. Hand wash. About 8 feet long, 8 inches wide.

Shipping weight 3 oz. 88 P 8295\$4.00

3 The shirt, a classic cling of white knitting in polyester and cotton. Sporty pullover-style goes like this: four-button placket, a pert pair of pockets, square-cut bottom to tuck-in or wear outside. Machine washable, warm.

Junior sizes S(5-7); M(9-11); L(13-15). State S, M or L. Shipping weight 6 ounces. 19 P 9308F\$5.97

4 Swagger-leg pants are geared for some real swash-buckling in grape with white polka dots. Neat-fitting contoured waist is circled with a white webbed belt; zip fly-front. Crisp duck of Fortrel polyester and Avril® rayon. Machine washable, warm.

Junior sizes 5, 7, 9, 11, 13, 15. State size. Shipping wt. 12 oz. 19 P 9308F\$7.97

5 Polka-dot blouse... sheer genius in grape and white voile of Fortrel polyester and cotton. Billowing sleeves elasticized at wrists; two pockets, placket; shirttails. Machine wash, warm.

Junior sizes 5, 7, 9, 11, 13, 15. State size. Shipping wt. 5 oz. 19 P 9304F\$6.97

6 Pantiskirt in brief... front pleats, button-trim; back zipper. Duck of Fortrel polyester and Avril rayon. Machine wash, warm.

Junior sizes 5, 7, 9, 11, 13, 15. State size. 19 P 9305F—White 19 P 9306F—Grape Shpg. wt. 7 oz....\$6.97

7 Ribbed top... a clingy bit of knit done in polyester and cotton. Front button closing; skimp-sleeves. Machine washable, warm.

Junior sizes S(5-7); M(9-11); L(13-15). 19 P 9300F—White 19 P 9301F—Grape State S, M or L. Shipping wt. 9 oz.....\$5.97

8 The skirt... ringed with a white webbed belt, nipped with a front pleat. Contoured waist; 2-pockets; back zipper closing. In duck of Fortrel polyester and Avril rayon. Machine wash, warm.

Junior sizes 5, 7, 9, 11, 13, 15. State correct size. 19 P 9302F—Grape 19 P 9303F—White Shpg. wt. 10 oz....\$7.97

9 Shirtdress... waist snugged with elastic, tie-belt. Pullover-style in a grape and white striped knit of polyester and cotton. Machine wash, warm.

Junior sizes 5, 7, 9, 11, 13, 15. State size. Shipping weight 9 oz. 19 P 9307F\$10.97

Petite Junior sizes 5P, 7P, 9P, 11P, 13P. State correct size. 19 P 9311F—Grape 19 P 9312F—White Shpg. wt. 10 oz....\$7.97

Petite Junior sizes 5P, 7P, 9P, 11P, 13P. State size. Shpg. wt. 9 oz. 19 P 9313F\$10.97

HEAD OF THE CLASS

Kids who wear Sears **PERMA-PREST®** Clothes always make the grade

Put away your ironing board. Forget about those old-fashioned clothes that end up looking rumpled and washed out before the day's half over. Start dressing your children in PERMA-PREST clothes that stay neat all day.

And what charming back-to-school fashions. The styling and colors are just right. The quality is our very finest. All are PERMA-PREST. All (except for shirts (2), (3), (8) and (15)) are blends of polyester and cotton with a soil release finish that makes even stubborn stains wash out easier. Machine wash, medium. Tumble dry. And these clothes are ready for school with no ironing.

1 Girls' Jumper. Dan River gabardine. Mock side opening; metal buttons. Vinyl belt. Back nylon zip.

Girls' sizes 7, 8, 10, 12, 14
V77 W 6805F—Green, red, yellow plaid
V77 W 6806F—Forest green
State size. Shipping weight 8 oz. \$6.99
Chubby Girls' 8½, 10½, 12½, 14½, 16½
V77 W 7033F—Green, red, yellow plaid
V77 W 7034F—Forest green
State size. Shipping weight 9 oz. \$7.99

2 Girls' Shirt. Pale gold broadcloth. Polyester, rayon with soil release finish. Button front and cuffs.

Girls' sizes 7, 8, 10, 12, 14
V77 W 6804F—State size. Wt. 4 oz. \$3.59
Chubby Girls' 8½, 10½, 12½, 14½, 16½
V77 W 7032F—State size. Wt. 5 oz. \$4.49

3 Girls' Pullover. Orlon® acrylic knit.

Girls' sizes 8, 10, 12, 14
V77 W 6809F—Pale gold
V77 W 6810F—Forest green
State size. Shipping weight 6 oz. \$4.99

4 Girls' Kiltie Skirt. Fine Dan River gabardine. Side pleats have tab, metal buckle. Back nylon zipper.

Girls' sizes 7, 8, 10, 12, 14
V77 W 6807F—Green, red, yellow plaid
V77 W 6808F—Forest green
State size. Shipping weight 5 oz. \$4.99

5 Girls' Weskit. Dan River gabardine in green, red, yellow plaid. Gold-color buttons. Mock pockets.

Girls' sizes 7, 8, 10, 12, 14
V77 W 6802F—State size. Wt. 4 oz. \$3.79

6 Girls' Dirndl Skirt. Fine Dan River gabardine in green, red and yellow plaid. Back nylon zipper closing.

Girls' sizes 7, 8, 10, 12, 14
V77 W 6803F—State size. Wt. 6 oz. \$3.99

7 Boys' Oxford-cloth Shirt. Button-down collar on solids only.

Boys' sizes 6, 8, 10, or 12.*
43 W 34645F—Gold, green, brown plaid
43 W 34643F—Brown
43 W 34644F—Green
State size. Shpg. wt. 11 oz. \$3.49

8 Boys' Knit Shirt. Acrilan® acrylic. Long sleeves. Gold, brown insert.

Boys' sizes 6, 8, 10, 12.*
43 W 41779F—State size. Wt. 9 oz. \$2.97

†Reg. DuPont T.M.

9 Boys' Jacket. Green, gold, brown plaid. Acrylic pile lining.

Boys' sizes 6, 8, 10 or 12.*

40 W 96510F—State size. Wt. 15 oz. \$8.99

10 Boys' Twill Socks. Cuffless Ivy with Rally-back styling. Belt loops.

Boys' sizes 6, 8, 10 or 12.*

	Green	Brown
REGULAR . . .	40 W 96401F	40 W 96400F
SLIM	40 W 96451F	40 W 96450F

State size. Shipping weight 12 oz. \$4.99

(11 and 12) Boys' Fancy Socks.

Belt loops.

Boys' sizes 6, 8, 10 or 12.*

(11) Brown, gold plaid (12) Green, brown check

REG. 40 W 96415F . . . 40 W 96416F

SLIM 40 W 96455F . . . 40 W 96456F

State size. Shipping weight 12 oz. \$4.99

13 Boys' Tapered Shirt. Green plaid. Button-down collar. Tails. Long sleeves.

Boys' sizes 3, 4, 5, 6, 6x.*

29 W 6208F—State size. Wt. 4 oz. \$3.49

14 Boys' Brown Gabardine Socks. Perma-Nee construction. Yoke back. Belt loops 2 front, 2 back pockets.

Boys' sizes 3, 4, 5, 6 or 6x.* State size.

29 W 6956F—REGULAR

29 W 6996F—SLIM

Shpg. wt. ca. 7 oz. 2 for \$7.88; Ea. \$3.99

15 Boys' Turtleneck Pullover. Acrilan® acrylic knit. Short sleeves. Green. Guaranteed to wear to your satisfaction for 1 year or return for refund or replacement.

Boys' sizes S(2-3); M(4-5); L(6-6x). State size S, M or L.

29 W 6168F—Shpg. wt. 8 oz. \$2.59

16 Boys' Glen Plaid Socks. Cuffless Ivy style with belt loops, auto-lock zipper, 2 front pockets. Elastic back-waist has shirt gripping bands.

Boys' sizes 3, 4, 5, 6 or 6x.*

29 W 6970F—State size. Wt. 7 oz. \$3.99

17 Girls' Dress. Green plaid. Lace-trimmed collar, cuffs. Button back.

Girls' sizes 3, 4, 5, 6 or 6x.*

29 W 5555F—State size. Wt. 5 oz. \$5.99

18 Girls' Jumper Set. Green, gold plaid poplin. Button back opening. Rib knit gold cotton pullover.

Girls' sizes 3, 4, 5, 6 or 6x.*

29 W 4447F—State size. Wt. 9 oz. \$6.99





PLAID

even more
important
in our new
Country Colors



1 Her Cardigan is knit of Wintuk yarn of premium Orlon® acrylic that feels like wool. Saddle shoulders for their look of fashion and superb fit... matching grosgrain ribbon to back the buttons. Machine wash, medium. Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M or L.
29 W 3540F—Tally Ho Red
29 W 3541F—Acorn brown
29 W 3542F—Admiralty navy
29 W 3543F—Frost beige
Shipping weight 7 ounces. . . Each \$4.69

2 Her Skirt is a hand washable flannel of wool and nylon with all around box pleats, elasticized back-waist. Country Colors plaid. Please state size 3, 4, 5, 6, 6x.
29 W 4411F—Shipping weight 7 oz. \$3.99

3 Their stretch Knee Socks are Orlon® acrylic and nylon. Machine wash, medium. Sizes M(5½-6½); L(7-8½). State size M or L.
29 W 1817F—Acorn brown
29 W 1818F—Frost beige
29 W 1816F—Tally Ho Red
29 W 1832F—Admiralty navy
Shpg. wt. pr. 2 oz. . . 3 prs. \$2.28; Pr 79c

4 His two-piece Suit is flannel of wool and nylon. Acetate lined jacket has set-in sleeves, shoulder pads, interlined front facings. The pants—covered elastic back-waist, button front, zip fly, back pocket. Dry clean. Country Colors plaid with acorn brown pants. Turtle neck pullover not included, see page 20.
Suit with short pants. State size 2, 3, 4, 5, 6, 6x
29 W 9484F—Wt. 1 lb. 4 oz. . . Suit \$11.99
Suit with long pants. State size 2, 3, 4, 5, 6, 6x.
29 W 9483F—Wt. 1 lb. 6 oz. . . Suit \$13.99

5 Her Beret is a blend of wool and nylon. Country Colors plaid. One size fits 3 to 6x.
29 W 7915—Shipping weight 13 oz. . . \$2.99

6 Her A-line Jumper is a hand washable flannel of wool and nylon with a back zipper. Country Colors plaid. State size 3, 4, 5, 6, 6x.
29 W 4410F—Shipping weight 9 oz. \$5.99

7 Her ★PERMA-PREST® Classic Blouse needs no ironing when machine washed, medium, tumble dried. Fortrel® polyester and cotton broadcloth. Button front. Frost beige.
State size 3, 4, 5, 6, 6x
29 W 4354F—Shipping weight 4 oz. \$2.99



Sears ROGER AEDLE Reg. DuPont T M Reg. T.M. Fiber Industries, Inc.

★ Wear Sears **PERMA-PREST®** for great no-iron, wrinkle-resistant performance...that's what **NEATNIKS** wear (see pages 2 thru 17)



Sears Winnie-the-Pooh Collection

... UNMISTAKABLY FINE QUALITY

Fisherman Knits

... great news for boys and girls

1 His mock-turtleneck Pullover Sweater is knit of fine quality Wintuk yarn of Orlon® acrylic that feels like luxurious wool, keeps its shape. Rib knit bottom and cuffs. Machine wash, medium. Frost beige.

Sizes S(2-3); M(4-5); L(6-6x). Please state correct size S, M or L.

29 W 3815F—Shipping weight 8 ounces..... \$4.87

2 His ★PERMA-PREST® Slacks need no ironing—just machine wash medium temperature then tumble dry—they're ready to wear Popular hopsacking weave of Fortrel® polyester and cotton. Cuffsless, they're styled with an elastic back-waist that holds shirttails in, a self locking zip fly, two front pockets and belt loops. Glen check in Country Colors of navy, beige and brown.

Please state correct size 3, 4, 5, 6, 6x.

29 W 6907F—Shipping weight 7 ounces..... \$3.99

3 Her turtleneck knit Dress is the finest quality Orlon® acrylic with a ribbed turtleneck, cuffs and hem. Boxed. Machine wash, medium. Frost beige.

Please state correct size 2, 3, 4, 5, 6, 6x.

29 W 5551F—Shipping weight 12 ounces..... \$7.99

4 Her crochet-look Tights are a seamless knit of stretch nylon with flat knit heels and toes. Rib knit panty has a one-piece reinforced crotch and a center front and back panel. Elastic waist. Machine wash, medium. Frost beige. Sizes S(2-3); M(4-5); L(6-6x). State size S, M, L. Shpg. wt. ea. 3 oz.

29 W 2881F..... 2 for \$5.10; Each \$2.59

5 Her turtleneck Pullover Sweater is knit of fine Wintuk yarn of Orlon® acrylic with a ribbed waist, turtleneck, cuffs. Machine wash, medium. Frost beige. Plaid skirt and beret sold on facing page. Sizes S(2-3); M(4-5); L(6-6x). State size S, M, L.

29 W 3504F Shipping weight 7 ounces..... \$4.49

6 Her Shoe in one of the newest looks afoot for '68. Flashing patent vinyl upper features a high-rising vamp, gently squared toe and "hardware" trim... skips along on a squared-back heel. Soft grained full leather lining, non-slip heel lining. Composition sole. Sizes C (medium) width 10 to 5. Half sizes too.

Please state size, then C width

15 W 12471F—Tally Ho red

15 W 12401F—Acorn brown

15 W 12528F—Admiralty navy

15 W 12099F—Black

Shipping weight 1 pound 4 ounces..... \$7.80

*Reg. T.M. DuPont

**Reg. T.M. Fiber Industries, Inc.



- 1 ★PERMA-PREST® Shirt with soil release—stains wash out easier, needs no ironing when machine washed, medium, tumble dried. Kodel® polyester and cotton yarn dyed gingham. Ivy styling: banded collar, placket front, center back pleat, tapered with tails. Country colors plaid. *State size 3, 4, 5, 6, 6x*
29 W 6265F—Shipping weight 4 ounces.....\$3.59
- 2 Knit Turtleneck Sweaters. Shoulder stripes add sporty new look to double knit virgin Orlon® acrylic. Saddle shoulders for the latest style, comfortable fit. Frost beige trim. Machine wash, medium. Sizes S(2-3); M(4-5); L(6-6x). *State size S, M, L*
29 W 3800F—Admiralty navy 29 W 3801F—Acorn brown
Shipping weight 6 ounces.....Each \$4.99
- 3 ★PERMA-PREST® Slacks—wide-wale corduroy that needs no ironing when machine washed, medium, tumble dried. Fortrel® polyester and cotton with elastic back-waist that holds shirts in, expands for good fit, self locking zipper, scoop pockets. Order belt separately on facing page. *State size 3, 4, 5, 6, 6x*
29 W 6820F—Admiralty navy 29 W 6821F—Acorn brown
29 W 6822F—Frost beige
Shipping weight 10 ounces.....Each \$3.99
- 4 ★PERMA-PREST® stretch knit turtleneck Shirts—need no ironing when machine washed, medium, tumble dried. Fit retaining stretch nylon with Winnie-the-Pooh embroidery. Sizes S(2-3); M(4-5); L(6-6x). *State size S, M or L*
29 W 4765F—Admiralty navy 29 W 6182F—Tally Ho Red
29 W 6181F—Frost beige 29 W 6184F—Acorn brown
Shipping weight each 3 ounces.....2 for \$5.50; Each \$2.79
- 5 Zip-lined all-season Coat. Wide-wale cotton corduroy—great for dress or casual wear. The zip-out lining is Orlon® acrylic pile on cotton back... has its own quilted sleeves of acrylic and unknown fibers (textile by-products)... with stay buttons to hold them in place. Two flap pockets and raglan sleeves. Machine washable, warm. *State size 2, 3, 4, 5, 6, 6x*
29 W 8878F—Admiralty navy 29 W 8880F—Acorn brown
Shipping weight 1 pound 8 ounces.....Each \$12.99
- 6 Matching Touring Cap. Earflaps. One size fits 2 to 6x.
29 W 8020—Admiralty navy 29 W 8021—Acorn brown
Shipping weight 6 ounces.....Each \$2.79

Inter-mix-ables

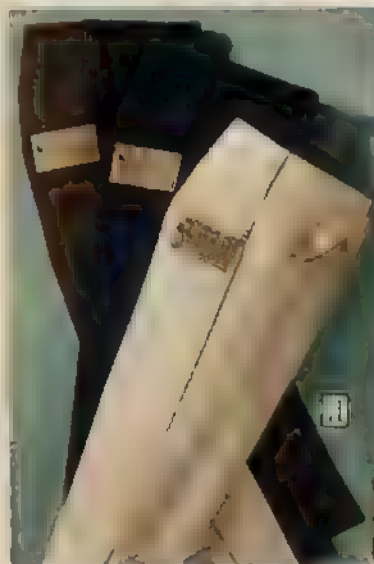


Sears Winnie-the-Pooh Collection

.. UNMISTAKABLY FINE QUALITY



in new Country Colors



7 Belt, Harness leather. Saddle stitched borders. Winnie-the-Pooh engraved on brushed chrome buckle. Saddle tan. Sizes S(19-21½); L(22-24 in.). *State size S or L.* 29 W 7850F—Shipping wt. 5 oz.... \$1.99

8 Stretch knit Gloves. For boys and girls. Acrylic and nylon. Machine wash, warm. One size fits 2 to 6x. 29 W 2678—Acorn brown
29 W 2679—Tally Ho red
29 W 2682—Admiralty navy
Shipping weight 1 ounce Pair \$1.89

9 Crew Socks in packages of 4 pairs. Orlon® acrylic and stretch nylon with elasticized tops. Machine wash, medium. Sizes M(5½-6½); L(7-8½); *State one size to pkg.* M or L. Hosiery chart, page 64. 29 W 1847F—Package of 4 pairs. One pair each Tally Ho red, Frost beige, Acorn brown, Admiralty navy
29 W 1845F—Package 4 pairs white
Shipping weight 4 ounces... Pkg. \$2.00

10 "Pooh-for-President" knit Sweatshirt. Extra fine quality Orlon® acrylic, fleeced inside. Rib knit mock turtleneck, cuffs, bottom. "Pooh for President" screen printed. Machine washable, medium. It won't shrink out of fit, needs little or no ironing. Frost beige with Country Colors trim. Sizes S(2-3); M(4-5); L(6-6x). *State size S, M, L.*

29 W 6000F—Shipping weight 7 ounces..... \$3.59
11 No-iron Perma-nee Slim Jeans with soil release. Popular ★PERMA-PREST® canvas. Stams wash out easier, and they need no ironing when machine washed, medium, tumble dried. The hidden double knees wear much longer than jeans we sell without this reinforcement. Heavyweight blend of polyester and cotton, designed for the slimmer child with narrower waist and snug fitting seat. Just-right details include: fashion back with two pockets set in the yoke, pretend leather Winnie-the-Pooh hip patch, Memory-lock® zipper, band waist, belt loops, two front pockets. Order belt separately (7) at left. Girls love these jeans, too. *Please state size 3, 4, 5, 6, 6x.*

29 W 7771F—Admiralty navy
29 W 7772F—Acorn brown
Shipping weight 10 ounces
29 W 7773F—Frost beige
Each \$3.99

(12 and 13) ★PERMA-PREST® turtleneck knit Shirts need no ironing when machine washed, medium, tumble dried. Fit-retaining Acrilan® acrylic with rib knit neck and cuffs on long sleeves. Stripes are Country Colors of red, beige, brown, navy. Each shirt can be worn with every Winnie-the-Pooh jean and slack. Sizes S(2-3); M(4-5); L(6-6x)
Please state size S, M or L.

12 29 W 6186F—Variable stripes
13 29 W 6185F—Blazer stripes
Shipping weight 3 ounces..... Each \$2.99

14 Pile-lined Pea Coat in a melton cloth blended of reprocessed wool and unknown reclaimed fibers. Coat and zip-off hood are lined with Acrilan acrylic pile on cotton back. Sleeves interlined with reprocessed wool and unknown reclaimed fibers. Flap pockets, two hand-warmer pockets, vent back. Coat buttons so that it can be worn by boys and girls. Navy with Tally Ho red lining. Dry clean
Please state size 3, 4, 5, 6, 6x.

29 W 8849F—Shipping weight 2 lbs. 1 oz.... \$14.99

*Reg DuPont T.M.
**Reg Monsanto T.M.

Sears
Winnie-the-Pooh
 Collection
 .. UNMISTAKABLY FINE QUALITY



for boys
Dress-ups
 in our new
Country
Colors

1 ★PERMA-PREST® Shirts need no ironing when machine washed, medium, tumble dried. Oxford cloth of Fortrel® polyester and combed cotton with a shape-retaining button-down collar, one chest pocket. White.

State size 2, 3, 4, 5, 6, 6x

Shirt with short hemmed sleeves.

29 W 6309F—Shpg. wt. 4 oz..... \$2.49

Shirt with long sleeves, interlined cuffs.
 29 W 6306F—Shpg. wt. 5 oz..... \$2.79

2 Cardigan. Knit of Wintuk of Orlon® acrylic that feels like soft wool, holds its shape. Saddle shoulders add popular styling, good fit. Machine wash, medium

Sizes S(2-3); M(4-5); L(6-6x). State size S, M or L

29 W 3848F—Tally Ho red

29 W 3849F—Frost beige

29 W 3850F—Acorn brown

29 W 3851F—Admiralty navy

Shipping weight 6 oz..... Each \$4.69

3 Double-breasted Blazer. Flannel of wool and nylon. Expert details: the shape-retaining interfacings, set-in sleeves, shoulder pads, full acetate lining. Two flap pockets, a chest pocket for pocket square (order below.) Dry clean.

State size 3, 4, 5, 6, 6x.

29 W 9461F—Admiralty navy

29 W 9462F—Tally Ho red

29 W 9463F—Acorn brown

Shipping weight 1 lb. 8 oz. Each \$11.99

4 ★PERMA-PREST® Socks need no ironing when machine washed, medium, tumble dried. Hopsack weave of Fortrel® polyester and combed cotton. Cuffless with extended front waist, elastic back-waist that holds shirt in self-locking zip fly, slant front pockets.

State size 2, 3, 4, 5, 6, 6x.

29 W 6902F—Gray

29 W 6906F—Admiralty navy

29 W 6918F—Acorn brown

Shipping weight 10 oz..... Each \$3.99

5 Tie and Pocket Square Set. Acetate, striped to coordinate with blazers (3). Ready-tied tie. Fits size 2 to 6x.
 29 W 9438—Wt. 4 oz..... Set \$1.99

*Reg. T.M. Fiber Industries, Inc.
 **Reg. T.M. DuPont



Dress below also shown on front cover



for girls
Dress-ups
in our new
Country
Colors

6 Coat. Our most luxurious because it's all wool in the popular chinchilla weave. To wrap her in warmth, there's an interlining of reprocessed wool and other fibers, a pretty rayon lining.

To wrap her in fashion, pretend flaps on the smart patch pockets, a stylishly dropped waist. Dry clean. Tally Ho red.

State size 3, 4, 5, 6, 6x.

Shipping weight 2 pounds 2 ounces.

29 W 8730F..... \$24.99

7 Roller Hat. Cotton velveteen. Lined, earflaps; adjustable chin tie.

Sizes M(20 3/4 inches); L(21 3/4 inches).

Please state size M or L.

29 W 7962F—Tally Ho red

29 W 7963F—Acorn brown

29 W 7964F—Admiralty navy

Shipping weight 13 ounces.... Each \$3.99

8 Crochet-look Tights. Seamless knit of stretch nylon. Flat knit heels, toes. Rib knit panty with one-piece reinforced crotch, front and back panel. Elastic waist. Machine wash, medium. Acorn brown. Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M, or L.

Shipping weight each 3 ounces

29 W 2867F..... 2 for \$5.10; Each \$2.59

Gloves sold on page 21.

*Reg. T.M. Fiber Industries
**Reg. T.M. DuPont

9 Boots. Stretch vinyl patent upper. Slip-resistant Searfoam sole, heel. Acorn brown. Sizes D (medium wide) 10, 11, 12, 13, 1, 2, 3, 4. Please state size, then D width.

15 W 13969F—Shpg. wt. 1 lb. 8 oz.... \$6.88

10 ★PERMA-PREST® Dress with soil release—stains wash out easier, needs no ironing when machine washed, medium, tumble dried. Fortrel® polyester and cotton woven plaid. A-line, full-length sleeves, three-inch hem, back zipper. Acorn brown plaid. Boxed. State size 2, 3, 4, 5, 6, 6x.

29 W 5550F—Shipping weight 9 oz.... \$6.99

Harbow shown on front cover. Satin. Clip back attaches to any hair style. Pre-tied. 3-inch ribbon, 8-inch bow. Red.

29 W 7967—Shipping weight 2 oz. \$1.00

11 Knit Sweater Dress is Orlon® acrylic with turtleneck and 3/4 sleeves, self belt. Pretty contrast. Acorn brown dress trimmed with frost beige. Machine wash, medium. Boxed. State size 2, 3, 4, 5, 6, 6x.

29 W 5553F—Shipping wt. 12 oz.... \$7.99

12 Bonded knit Dress. Orlon® acrylic bonded to acetate to keep its shape. Nice details 3/4 sleeves, three-inch hem, back zipper. Hand wash. Tally Ho red. Boxed. State size 2, 3, 4, 5, 6, 6x.

29 W 5552F—Shipping wt. 12 oz.... \$6.99



the many looks of **5**
Jumpers
 all in our new
Country
Colors

1 Stretch Tops. Run-resistant stretch nylon, textured knit. Rib knit turtleneck and cuffs. Machine wash, warm.
 Sizes S(2-3); M(4-5); L(6-6x)
 Please state size S, M or L.
 29 W 28031F—Admiralty navy
 29 W 2800F—Acorn brown
 29 W 28011F—Tally Ho red
 29 W 2828F—Frost beige
 Shpg. wt. 3 oz. Each \$2.99

2 Sears Best Stretch Tights. Knit of runproof stretch nylon with double knit seat and knees. Full-fashioned plus the extra elasticity of a pinpoint stitch. Resist pilling. Machine washable, warm temperature.
 Sizes S(2-3); M(4-5); L(6-6x)
 Please state size S, M or L.
 29 W 2842F—Admiralty navy
 29 W 2838F—Acorn brown
 29 W 2834F—Tally Ho red
 29 W 2837F—Frost beige
 Shpg. wt. 3 oz. Each \$2.29

3 Chain Purse. Wide-wale cotton corduroy cut on the diagonal. Lined.
 29 W 7924—Admiralty navy
 29 W 7923—Acorn brown
 29 W 7922—Tally Ho red
 Shpg. wt. 8 oz. Each \$1.29

4 Stretch knee Socks. Orlon® acrylic and stretch nylon; elasticized tops. Machine wash, medium. Sizes M(5½-6½); L(7-8½). State size M or L.
 29 W 1816F—Tally Ho red
 29 W 1818F—Frost beige
 29 W 1817F—Acorn brown
 29 W 1832F—Admiralty navy
 Shpg. wt. pr. 2 oz. 3 prs. \$2.28, Pr. 79c

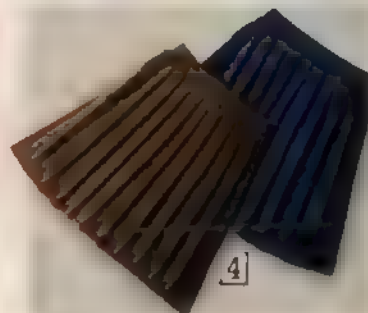
5 ★PERMA-PREST® Classic Blouse needs no ironing when machine washed, medium, tumble dried. Fortrel™ polyester and cotton broad cloth. Button front. Frost beige. State size 3, 4, 5, 6, 6x
 29 W 4354F—Shipping weight 4 oz. . . Each \$2.99

6 Bonded knit Jumper. So very shapely because it's Orlon® acrylic bonded to acetate. So very smart with its military look and popular A-line. The nicely detailed yoke is lined. Back zipper. Hand wash. Please state correct size 3, 4, 5, 6, 6x.
 29 W 4468F—Tally Ho red
 29 W 4469F—Admiralty navy
 29 W 4470F—Acorn brown
 Shipping weight 10 ounces . . . Each \$5.99

7 Wide-wale corduroy Jumper. All cotton, velvety soft and color rich. The tri-color panels are not only fashionable—they mean she can wear the jumper with brown, navy, red and white as well as the frost beige with which it is shown. (Order stretch top and tights (1) and (2) above.) A-line, back zipper, nicely lined top. Machine washable, medium. Country Colors of red, brown, navy. Please state size 3, 4, 5, 6, 6x
 29 W 4439F—Shipping weight 10 oz. Each \$4.99

Sears Winnie-the-Pooh Collection

... UNMISTAKABLY FINE QUALITY



Orlon® Knits in our new Country Colors

1 Striped Turtleneck Top. Knit of soft, warm Orlon® acrylic with long sleeves and a rib knit turtleneck. Machine wash, medium. Sizes S(2-3), M(4-5); L(6-6x). Please state size S, M, L.
29 W 3975F—Tally Ho red, black and white stripes
29 W 3976F—Acorn brown, red and white stripes
29 W 3977F—Admiralty navy, red and white stripes
Shipping weight 4 ounces..... Each \$2.99

2 Two-way Stretch Pants. Knit of Orlon® acrylic with 5% Lycra spandex for stretch. Nice and warm because they're softly napped inside. Team them with coordinated striped tops to make play out fit little girls love. Fine styling details include the tunneled elastic waist, the neat appearance of the stitched down front creases, the self stirrups. Machine washable, medium.
Please state correct size 2, 3, 4, 5, 6, 6x
29 W 3973F—Tally Ho red 29 W 3974F—Acorn brown
29 W 3957F—Admiralty navy
Shipping weight 6 ounces..... Each \$3.99

3 Sweaters with the latest cable stitch and rib knit pattern. Knit of virgin Orlon® acrylic. Pullovers with the turtleneck that's so much in demand. Machine washable, medium.
Sizes S(2-3), M(4-5), L(6-6x). Please state size S, M, or L.
29 W 3550F—Tally Ho red 29 W 3551F—Admiralty navy
29 W 3552F—Acorn brown
Shipping weight 7 ounces..... Each \$3.99

4 Pleated Skirt. Knit of Orlon® acrylic with swingy all around knife pleats that last because they're knit in. All around elastic waist fits comfortably. Machine washable, medium.
Please state correct size 3, 4, 5, 6, 6x
29 W 4422F—Tally Ho red 29 W 4423F—Admiralty navy
29 W 4424F—Acorn brown
Shipping weight 8 ounces..... Each \$3.99

5 Scarf Hat. Knit of Orlon® acrylic, this smart little helmet has its own attached scarf that she can wear tucked in or over her shoukler. Machine washable, warm. One size fits 3 to 6x.
29 W 2531—Tally Ho red 29 W 2530—Admiralty navy
29 W 2532—Acorn brown
Shipping weight 3 ounces..... Each \$2.99

SPUN-SUGAR PASTELS



(1 and 2) Lovely sweaters in your favorite styles. Knit of Orlon® acrylic, they're especially soft and so easy to care for... just machine wash medium

1 Pullover. Sizes S(2-3); M(4-5); L(6-6x)
Please state size S, M or L.
29 W 3514F—Blue 29 W 3513F—White
29 W 3515F—Pink
Shipping weight 6 ounces..... Each \$2.99

2 Cardigan. Sizes S(2-3); M(4-5); L(6-6x).
Please state size S, M or L.
29 W 3503F—Pink 29 W 3501F—White
29 W 3502F—Blue
Shipping weight 6 ounces... Each \$3.99

3 Stretch Knee Socks are knit of Orlon® acrylic and stretch nylon with elasticized tops for good fit. Machine washable, medium.
Sizes M(5½-6½); L(7-8½). State M or L.
29 W 1823F—Pink 29 W 1812F—White
29 W 1824F—Light blue
Shipping wt. pr. 2 oz.... 3 prs. \$2.28; Pair 79c

4 The Flannel Skirts are machine washable, warm temperature, because they're a blend of Acrilan® acrylic and wool. All around pleats swing from an elastic waist. State size 2, 3, 4, 5, 6, 6x
29 W 4308F—Blue 29 W 4307F—Pink
29 W 4306F—Pink and blue plaid
Shipping weight 5 ounces..... Each \$2.99

5 The Flannel Jumpers are as practical as they are pretty—they're machine washable, medium temperature. Blended of Acrilan acrylic and wool, fashioned in the popular pullover with all around pleats. Please state size 2, 3, 4, 5, 6, 6x.
29 W 4457F—Pink and blue plaid
29 W 4454F—Pink 29 W 4455F—Blue
Shipping weight 6 ounces..... Each \$3.99

MEASURE TO BE SURE

Order only sizes listed with each catalog number

Size (not age)	2	3	4
Height (in.)	32½-35	35½-38	38½-41
Size (not age)	5	6	6x
Height (in.)	41½-44	44½-47	47½-49

Measure height of child in stocking feet

6 The Stretch Tops. Knit of the finest quality stretch nylon that resists pilling, keeps its shape. Rib knit cuff on long sleeves. Machine washable, warm temperature

Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M or L when ordering.
29 W 28261F—Light blue 29 W 28041F—White
29 W 28271F—Pink
Shipping weight 3 ounces..... Each \$2.99

7 The full-fashioned Stretch Tights are Sears Best because the seat and knees are double knit—a feature you'll find only at Sears. Run in them, jump in them, they'll keep their shape. Finest quality run-proof stretch nylon resists pilling and they're knit with pin-point stitch for greater elasticity. Comfortable elastic waist. Machine washable, warm

Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M or L.
29 W 2829F—Light blue 29 W 2839F—White
29 W 2844F—Pink
Shipping weight 2 ounces... Each \$2.29

* Reg. Du Pont T.M.
** Reg. Monsanto T.M.

No-iron
*PERMA-PREST®
Coordinates



1 Roll-sleeve Blouse. Sturdy broadcloth of 50% polyester, 50% Avril® rayon. Buttons in front. Needs no ironing when machine washed, medium, then tumble dried

State size 3, 4, 5, 6, 6x.
29W4361F-Yellow 29W4359F White 29W4360F Blue
Shipping weight 4 ounces. Each \$2.54

2 Blousip. Pretty companion for jumpers and skirts. Broadcloth of Fortrel® polyester and Avril rayon. Buttons in front, and elasticized $\frac{3}{4}$ sleeves. No ironing when machine washed, medium, then tumble dried. White.

State size 3, 4, 5, 6, 6x.
29W4459F—Shipping weight 6 ounces.

3 Long-sleeve Blouse. Broadcloth of 50% polyester, 50% Avril rayon is extra strong. Button cuffs on long sleeves, button front. No ironing when machine washed, medium, tumble dried. State size 3, 4, 5, 6, 6x
29W4357F Blue 29W4356F-White 29W4358F Yellow
Shipping weight 5 ounces. Each \$2.99

4 Solid-color poplin Jumpers. Dacron® polyester and cotton. A-line style with side pleats. 5-button back opening. No ironing needed when machine washed, medium, then tumble dried. State size 3, 4, 5, 6, 6x.
29W4461F—Navy 29W4460F—Red
Shipping weight 5 ounces. Each \$3.99

5 $\frac{3}{4}$ -sleeve Blouse. Dotted broadcloth of 50% Kodel® polyester, 50% Avril rayon. Small pointed collar. Needs no ironing when machine washed, medium, then tumble dried. State size 3, 4, 5, 6, 6x
29W4362F-Blue on white 29W4363F-Red on white
Shipping weight 4 ounces. Each \$2.54

6 Solid-color poplin Skirt. 65% Dacron® polyester, 35% cotton. Belt held by 2 loops in front, 1 in back. 2 inverted pleats in front. No ironing needed when machine washed, medium, tumble dried
State size 3, 4, 5, 6, 6x
29W4364F—Navy 29W4365F—Red
Shipping weight 5 ounces. Each \$2.99

7 Plaid belted Skirt in 50% Fortrel polyester, 50% cotton. Elasticized back-waist. Two loops in front, one in back for belt. No ironing needed when machine washed, med., tumble dried. Blue plaid.
State size 3, 4, 5, 6, 6x.
29W4366F—Shipping weight 5 oz. . . . \$2.99

8 Woven plaid poplin Jumper of polyester and cotton. A line style with button waist. Two inverted pleats in front, one in back. Button decor on front band. No ironing needed when machine washed, medium, then tumble dried. Blue plaid. Coordinating blouses sold separately on this page.
State size 3, 4, 5, 6, 6x
29W4458F -Shipping weight 6 oz. . . . \$3.99

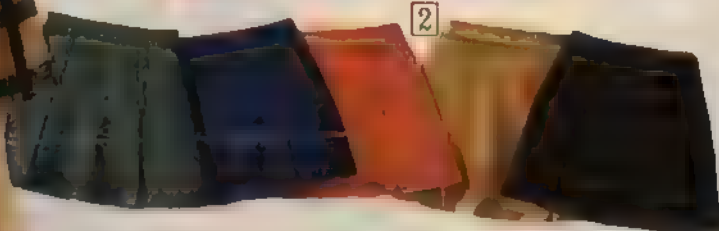
Coordinated stretch knee socks shown above sold on facing page

*Reg. Fiber Industries, Inc. T.M. **Reg. DuPont T.M.

★ Wear Sears PERMA-PREST® for great no-iron, wrinkle-resistant performance.. that's what NEATNIKS wear (see pages 2 thru 17)

Bulky Knit Cable Stitch plus Smart Pleats

Great fashion look for little girls



1 Cable-knit Cardigan Sweaters. Bulky knit Orlon® acrylic that is machine washable, medium. Color-cued to skirts. Sizes S(2-3), M(4-5); L(6-6x). Please state size S, M, or L.
29 W 3519F—Pumpkin 29 W 3517F—Red
29 W 3516F—White 29 W 3518F—Navy
Shipping weight 9 ounces.....Each \$3.99

2 A-line Skirts. Hand washable flannel of wool and nylon. The two inverted front pleats are stitched down. Elastic back waist holds shirttails in.
Please state size 3, 4, 5, 6, 6x
29 W 4341F—Gray 29 W 43391F—Navy
29 W 4342F—Red 29 W 4333F—Pumpkin
29 W 4340F—Brown
Shipping weight 5 ounces.....Each \$2.99

3 Pleated Skirts. Flannel that's hand washable. Wool and nylon blend. All around box pleats, elastic waistband.
Please state size 3, 4, 5, 6, 6x
29 W 4312F—Pumpkin navy plaid
29 W 4314F—Red and navy plaid
Shipping weight 5 ounces.....Each \$2.99

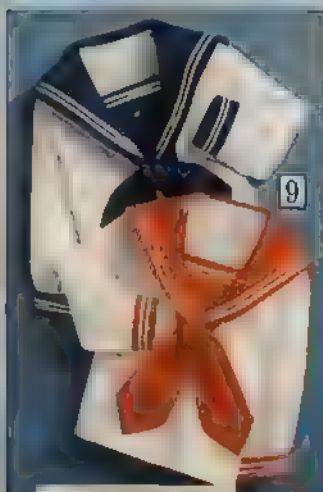
(4 thru 6) Knee Socks in packages of 3 pairs. Bulky knit cotton with 3% Lycra® spandex for stretch and elasticity. Machine washable, medium temperature.
Sizes M(5½-6¼); L(7-8¼). See Socks Measuring Chart on page 64.
State one size to a package M or L.

4 Package of 1 pair navy, 1 pair red, 1 pair bright blue.
Shipping weight 5 ounces.
29 W 1865F.....Package \$1.65

5 Package of 3 pairs white.
Shipping weight 5 ounces.
29 W 1866F.....Package \$1.65

6 Package of 1 pair brown, 1 pair pumpkin, 1 pair navy.
Shipping weight 5 ounces.
29 W 1867F.....Package \$1.65

Our lowest priced separates feature fall's fashion trend to Skirts and Blouses



7 Dandy Blouse. So popular this year with the return to the very feminine in blouses. Broadcloth of 65% Dacron® polyester, 35% cotton, it machine washes beautifully at medium temperatures with little or no ironing. Buttons in back, has elasticized long sleeves. Touches with lace. White.
Please state size 2, 3, 4, 5, 6, 6x.
29 W 4346F—Shipping weight 4 oz. . \$1.99

8 Package of 3 short sleeve blouses. 3 different cotton broadcloth blouses similar to those shown. Machine washable medium temp. White. State one size to a package 2, 3, 4, 5, 6, 6x.
29 W 4305F—Shpg. wt. 10 oz. . Pkg. \$2.99

9 Middy Blouse, a perennial favorite. Sanforized® cotton broadcloth, ¾ sleeves, removable dickey. Machine washable, medium; maximum fabric shrinkage 1%.
Please state size 2, 3, 4, 5, 6, 6x.
29 W 4338F—White with navy
29 W 4427F—White with red
Shipping weight 4 ounces.....Each \$1.99

10 Side-pleated Skirt. Flannel of Orlon® acrylic and rayon that's machine washable, medium. All-around pleats with wide elastic waistband.
Please state size 2, 3, 4, 5, 6, 6x.
29 W 4343F—Navy 29 W 4329F—Red plaid
29 W 4428F—Red
Shipping weight 4 ounces.....Each \$1.99

11 ★PERMA-PREST® Blouslip needs no ironing when machine washed, medium; tumble dried. Broadcloth of Fortrel® polyester and Avril rayon®. ¾ sleeves, button back. White. State size 2, 3, 4, 5, 6, 6x.
29 W 4456F—Shipping weight 6 oz. . \$2.99

Party-pretty

Wide-wale corduroy
Jumper, sheer Blouse,
fancy Tights



It tumble dries
ready to wear
.. and this

***PERMA-
PREST***

3-piece Set
is only

\$5.99



Checks are so versatile in this pert set with blue and white checked skirt and top plus solid blue blouse. Poplin smoothly blended of polyester and cotton, it needs no ironing when machine washed, medium, tumble dried. The top buttons in back. The blouse buttons in front, has 3/4-length sleeves. The skirt is fashioned with all-around pleats and an elastic waistband to keep the blouse in.

State size 3, 4, 5, 6, 6x.
Shipping weight 8 ounces.
29 W 4304F.....Set \$5.99



1 The Jumper is a pert and perky A-line, its bias-cut bodice aiding the design. Cotton corduroy with a back zipper. Machine washable, medium. Please state correct size 2, 3, 4, 5, 6, 6x

29W4406F-Honey beige 29W4404F-Robin blue 29W4405F-Balloon pink
Shipping weight 6 ounces.....Each \$3.99

2 The party Blouse is sweetness and lace. Dacron® polyester and cotton sheer that washes beautifully in the machine at medium temperature. Elasticized long sleeves. Button back opening. White
Please state correct size 2, 3, 4, 5, 6, 6x

29 W 4403F-Shipping weight 4 ounces.....\$2.99

3 The crochet-look stretch Tights are stretch nylon with rib knit panty top One-piece reinforced crotch, front and back panel. Beels and toes flat knit. Comfortable elastic waist. Seamless. Machine washable, medium. Sizes S (2-3), M (4-5); L (6-6x). Please state correct size S, M or L

29 W 2875F-White 29 W 2866F-Light blue 29 W 2868F-Pink
Shipping weight each 3 ounces.....2 for \$5.10; Each \$2.59

*Reg. DuPont T.M.

Great alone or in mix-match sets.. our dyed-to-match Sweaters

{ 4 and 5 } Color-matched pullovers and cardigans—interlock knit classic sweaters of soft Orlon® acrylic that machine wash so beautifully, medium temperature. And check these expensive construction details: easy-fit raglan shoulders, double ribbed hand-looped crew necks; and cardigan has matching grosgrain-backed button borders. Rib knit cuffs and bottom

4 Short-sleeved Pullover, Sizes S(2-3); M(4-5) and L(6-6x). Please state size S, M or L
29 W 3571F-Navy 29 W 3567F-Red
29 W 3566F-White 29 W 3572F-Bright gold
29 W 3568F-Camel tan
Shipping weight 4 ounces.....Each \$2.29

5 Long-sleeved Cardigan, Sizes S(2-3); M(4-5) and L(6-6x). Please state size S, M or L
29 W 3637F-Bright gold 29 W 3638F-Camel tan
29 W 3635F-Navy 29 W 3634F-Red
29 W 3633F-White
Shipping weight 5 ounces.....Each \$3.29

MEASURE TO BE SURE

Order only sizes listed with each item

Size (not age)	2	3	4
Height (inches)	32½-35	35½-38	38½-41
Size (not age)	5	6	6x
Height (inches)	41½-44	44½-47	47½-49



★ Wear Sears **PERMA-PREST®** for great no-iron, wrinkle-resistant performance...that's what **NEATNIKS** wear (see pages 2 thru 17)

PCBM AEOG Sears 29

No-iron
★ **PERMA-PREST®**
pinwale corduroy Jumpers
.. knit stretch Tops
and Tights

(1 and 2) The jumpers are smoothly blended of cotton and DuPont 420 nylon—the nylon that's so famous for its resistance to wear. Shaped in the popular A-line, the jumpers need no ironing when machine washed, medium, tumble dried—they're ready to wear, fresh and wrinkle-free.

1 Button-front Jumper. Please state correct size 3, 4, 5, 6, 6x.
29 W 4464F—Red
29 W 4463F—Navy
Shipping weight 6 oz.... Each \$3.99

2 Pullover Jumper. V-back. Please state size 3, 4, 5, 6, 6x.
29 W 4453F—Green
29 W 4452F—Gold
Shipping weight 6 oz.... Each \$3.99

3 Knit Stretch Tops. Run-resistant stretch nylon. Turtleneck. Tape reinforced shoulder seams. Machine washable, medium.
Sizes S(2-3); M(4-5); L(6-6x). Please state correct size S, M or L.
29 W 2871F—Red
29 W 2873F—White
29 W 2884F—Bright gold
29 W 2872F—Royal blue
Shipping weight 3 oz.... Each \$1.99

4 Ribbed knit Stretch Tights. Same as (5) below.
Sizes S(2-3); M(4-5); L(6-6x). Please state correct size S, M or L.
29 W 2860F—Bright red
29 W 2864F—White
29 W 2854F—Bright gold
29 W 2865F—Royal blue
Shipping weight each 3 ounces.
3 for \$5.88..... Each \$1.99

Jumpers (1) and (2)

**COTTON and
420 NYLON**

Ribbed knit Tights

5 Same as (4) above. Our warmest winterweight tights are stretch nylon. One-piece panel extends from center front to center back for greater comfort, durability. Seamless. Elastic waistband. Machine washable, medium.

Sizes S(2-3); M(4-5); L(6-6x). Please state correct size S, M or L.
29 W 2860F—Bright red
29 W 2864F—White
29 W 2865F—Royal blue
29 W 2854F—Bright gold
Shipping weight each 3 ounces.
3 for \$5.88..... Each \$1.99

Cable knit Tights

6 Run-resistant stretch nylon with reinforced crotch and back panel. Wide, heat-resistant elastic waistband. Knit-in toes and heels for added comfort. Seamless. Machine wash, medium.

Sizes S(2-3); M(4-5); L(6-6x). Please state correct size S, M or L.
29 W 2855F—Pink
29 W 2857F—Royal blue
29 W 2858F—White
29 W 2859F—Red
Shipping weight each 3 oz.
3 for \$5.88.... Each \$1.99

Knit Tights

7 Knit of runproof stretch nylon with reinforced crotch for longer wear. Comfortable, extra wide, soft elastic waistband. Seamless. Machine washable, medium temperature.

Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M or L.
29 W 2878F—White
29 W 2877F—Royal blue
29 W 2876F—Red
29 W 2880F—Green
Shipping weight each 3 oz.
3 for \$4.71... Each \$1.59

Budget knit Tights

8 Even at this low price, they're knit of run-resistant stretch nylon that has plenty of bounce. Made with a reinforced crotch and panel seat. Soft elastic waistband. Seamless. Machine wash, medium.

Sizes S(2-3); M(4-5); L(6-6x). State size S, M, L.
29 W 2825F—Royal blue
29 W 2823F—White
29 W 2824F—Black
29 W 2821F—Red
Shipping weight each 3 oz.
3 for \$2.94.... Each 99c

Stretch Leotard

9 Stretch nylon with extra elasticity in the crew neck and legs for a comfortable fit. Non-binding short sleeves, leg openings. Machine washable, medium temperature. Black.

Sizes M(4-5); L(6-6x). Please state size M or L.
Shipping weight 3 oz.
29 W 2805F..... \$1.99

Knit stretch Tights

BEST BECAUSE: they have the extra warmth, longer wear of double knit seat and knees—a feature you'll find only at Sears

BEST BECAUSE: they have the superb fit and extra elasticity of a full-fashioned knit with a pin-point stitch

BEST BECAUSE: they're runproof and they resist pilling

1 Tights. Knit of the finest quality nylon. Soft, wide elastic waistband. Machine washable, medium.

Sizes S(2-3); M(4-5); L(6-6x). Please state size S, M or L.

29 W 2834F—Tally Ho red

29 W 2829F—Light blue

29 W 2836F—Black

29 W 2837F—Frost beige

29 W 2846F—Nugget gold

29 W 2835F—Royal blue

29 W 2844F—Pink

29 W 2839F—White

29 W 2842F—Admiralty navy

29 W 2838F—Acorn brown

Shipping weight 2 ounces. . Each \$2.29

Dyed-to-match stretch Tops

2 Turtleneck shirt of 100% run-resistant nylon. Rib knit cuffs on long sleeves. Machine washable, medium.

Sizes S(2-3); M(4-5); and L(6-6x). Please state size S, M or L.

29 W 28011F—Tally Ho red

29 W 28261F—Light blue

29 W 28021F—Black

29 W 2828F—Frost beige

29 W 2815F—Nugget gold

29 W 2816F—Royal blue

29 W 28271F—Pink

29 W 28041F—White

29 W 28031F—Admiralty navy

29 W 2800F—Acorn brown

Shipping weight 3 ounces. . Each \$2.99



Patterned stretch Tights

3 Fishnet Tights. Stretch nylon with reinforced crotch and front-to-back panel for long wear and a good, neat fit. Comfortable elastic waist. Seamless. Machine washable, medium.

Sizes S(2-3); M(4-5); L(6-6x). Please state correct size S, M or L.

29 W 2885F—White

29 W 2893F—Hot pink

29 W 2891F—Navy

29 W 2892F—Bright gold

29 W 2894F—Pimento red

Shipping weight 2 ounces. . Each \$1.49

4 Crochet-look Tights. Stretch nylon with flat knit heels and toes. Rib knit panty with one-piece reinforced crotch, center front and back panel. Comfortable, wide elastic waistband. Seamless. Machine wash, medium.

Sizes S (2-3); M (4-5); L (6-6x). State size S, M or L.

29 W 2868F—Pink

29 W 2875F—White

29 W 2867F—Acorn brown

29 W 2881F—Frost beige

29 W 2866F—Pastel blue

Wt. ea. 3 oz. . 2 for \$5.10; Ea. \$2.59



MEASURE TO BE SURE

REMEMBER, your child grows. Measure height in stocking feet then order only sizes listed with each item.

Size	S	M	L
Height (in.)	32½-38	38½-44	44½-49
Weight (lbs.)	28-36	37-46	47-66

New shapes of fashion
in machine washable
bonded Acrilan* acrylic
... teamed with
specially chosen
accessories

Frilly Blouse

1 So very feminine—this wee fluff of a blouse done in fine broadcloth blended of Dacron** polyester and cotton. To delight young lassies, it's trimmed with crochet-edged ruffles, a bow at the neck. Blouse buttons in back, has $\frac{3}{4}$ sleeves. Machine wash, medium. White.

Please state size 3, 4, 5, 6, 6x.
29 W 4370F—Shpg. wt. 4 oz....\$2.99

Tartan Separates

(2 thru 4) Three of fall's most popular fashion looks, particularly suited to little girls. They keep their shape beautifully because they're woven of Acrilan acrylic and bonded to acetate tricot. They're machine washable, medium. Guaranteed to give normal wear for one year or return for free replacement or refund.

2 Double-breasted Weskit partially lined with cotton broadcloth.
State size 3, 4, 5, 6 or 6x.

29 W 4396F—Royal blue plaid
29 W 4397F—Red plaid
Shipping weight 4 oz....Each \$3.99

3 Dirndl Skirt with flap pocket, elasticized backwaist.

State size 3, 4, 5, 6 or 6x.
29 W 4398F—Royal blue plaid
29 W 4399F—Red plaid
Shipping weight 6 oz....Each \$3.99

4 Matchbox-style Jumper with adjustable straps.

State size 3, 4, 5, 6 or 6x.
29 W 4431F—Royal blue plaid
29 W 4430F—Red plaid
Shipping weight 9 oz....Each \$4.99

Classic Cardigan

5 Double knit in Orlon** acrylic with double rib crew neck and easy-fitting raglan sleeves. Ribbon-backed button border. Machine wash, medium.

Sizes S(2-3); M(4-5); L(6-6x).
Please state size S, M or L.
29 W 3535F—Red
29 W 3537F—Gold
29 W 3534F—White
29 W 3536F—Royal blue
Shipping weight 6 oz....Each \$3.99

Stretch Tops and Tights

(6 and 7) Both are fine quality stretch nylon that's machine washable, medium.

Sizes S(2-3); M(4-5); L(6-6x).
State size S, M or L.

6 Knit Turtleneck Tops and rib-knit cuffs.

29 W 28041F—White
29 W 28011F—Tally Ho red
29 W 2815F—Nugget gold
29 W 2816F—Royal blue
Shipping weight 3 oz....Each \$2.99

7 Sears Best Stretch Knit Tights with double knit seat and knees. Run-proof. Full fashioned.

29 W 2839F—White
29 W 2834F—Tally Ho red
29 W 2846F—Nugget gold
29 W 2835F—Royal blue
Shipping weight 2 oz....Each \$2.29

*Reg. Monsanto T.M. **Reg. DuPont T.M.

BONNIE TARTANS



Such popular fashions . . . all in no-iron

★ **PERMA-PREST®** fabrics with soil release so stains wash out easier

1 Peasant look—one-piece dress that combines an all cotton print with solid-color broadcloth of Fortrel® polyester and cotton. Shirred skirt; button back. Short puffed sleeves. No ironing when machine washed, medium, tumble dried. Green.

Please state size 3, 4, 5, 6, 6x.
29 W 5576F—Shipping weight 7 ounces. . . . \$6.99

2 Two-piece—jumper dress and blouse in Fortrel polyester and cotton broadcloth. Red button-back blouse has long sleeves. Plaid jumper—button back, inverted pleat. No ironing when machine washed, medium, tumble dried. State size 3, 4, 5, 6, 6x.

29 W 5584F—Shipping weight 8 ounces. . . . \$4.99

3 Embroidery pretty—this dress of Fortrel polyester and cotton broadcloth. Button back, short sleeves. No ironing when machine washed, medium, tumble dried. Brown. State size 3, 4, 5, 6, 6x.

29 W 5586F—Shipping weight 6 ounces. . . . \$4.99

4 Dress and matching bag—rayon and cotton broadcloth. Dress is smocked in front. Button shoulders; elbow-length sleeves. No ironing when machine washed, medium, tumble dried. Light brown print. Please state size 1, 2, 3, 4, 5, 6, 6x.

29 W 5585F—Shipping weight 8 ounces. . . Set \$4.99

*Reg. T.M. Fiber Industries, Inc.



Washable KNITS of Orlon** acrylic bonded to acetate to keep their pretty fashion shapes . . . and they can be hand washed and drip dried

5 All-around pleats that stay—they're knit right into the solid-color skirt. Fashionably low-waisted, this one-piece dress has a plaid top, gold-color chain at the belt. Short sleeves. Back zipper. Blue. State size 3, 4, 5, 6, 6x.

29 W 5582F—Shipping weight 10 oz. . . . \$6.99

6 Softly flared—this pretty dress with its bright accents of embroidery, fabric buttons. Short sleeves. Back zipper. Gold.

Please state correct size 3, 4, 5, 6, 6x.
29 W 5583F—Shipping weight 12 oz. . . . \$5.99

**Reg. T.M. DuPont

7 Swingy checks—the skirt on this one-piece dress. Pretend belt circles the skirt. Two inverted front pleats. Make-believe dickey. Short sleeves. Back zipper. Green and gold.

Please state correct size 3, 4, 5, 6, 6x.
29 W 5579F—Shipping weight 6 oz. . . . \$7.99

8 Two-piece look—this one-piece dress sparked with four buttons. A-line skirt. Nice detail: the inverted pleat striped to match the collar and sleeves. ¾ sleeves. Back zipper. Red.

Please state correct size 3, 4, 5, 6, 6x.
29 W 5581F—Shipping weight 8 oz. . . . \$5.99



Machine washable, color-rich woven acrylic



Dress of Acrilan† acrylic bonded to acetate to keep its shape. Guaranteed to give normal wear to your satisfaction for one year or return for free replacement or refund. A-line with ¾ sleeves, a back zipper. Machine wash, medium, hang to dry. Red plaid. State size 3, 4, 5, 6, 6x.

29 W 5580F—Shipping weight 9 ounces. . . . \$5.99

†Reg. T.M. Monsanto

PCRM AEOIG Sears 33

★ Wear Sears **PERMA-PREST®** for great no-iron, wrinkle-resistant performance...that's what **NEATNIKS** wear (see pages 2 thru 17)